

Appln No. 10/815619
Amdt. Dated: December 27, 2006
Response to Office Action of October 23, 2006

13

RECEIVED
CENTRAL FAX CENTER

DEC 27 2006

REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action dated October 23, 2006.

Claim Amendments

Claim 1 has been amended to specify that each coded data portion is further indicative of a two-dimensional position on the interface surface. Claim 1 now also specifies that the indicating data (transferred to the computer system) is indicative of a two-dimensional position on the interface surface. Corresponding amendments have been made to claim 27.

Basis for these amendments can be found at page 88, lines 1-6 of the specification.

Claim Rejections - 35 USC § 103

The Applicant contests the Examiner's assertion that the present invention is obvious in view of the combined teachings of Gogulski and Chambers.

None of the prior art teaches or suggests a shopping receptacle, suitable for scanning a product item having a plurality of coded data portions (or "tags") printed on an interface surface, where each data portion identifies a product ID and a two-dimensional position on the surface.

An advantage of encoding a 2D position onto a surface of a product item is that it allows a greater degree of user interactivity with the item, in addition to simply retrieving one piece of information about the product item. For example, a user may scan nutritional information in one zone of a label identified by the position code; he may then scan price information in another zone of a label identified by the position code. These two separate pieces of information would be made available to the user by scanning different zones of the product item.

Further examples of enhanced user interactivity are specified in claim 16 *e.g.* playing a game, conducting a competition *etc.*

The prior art does not teach or suggest a shopping receptacle suitable for scanning product items having a position code printed thereon, neither does it conceive of the advantages of doing so. Accordingly, it is submitted that the present invention is not obvious in view of the cited prior art.

Appln No. 10/815619
Amdt. Dated: December 27, 2006
Response to Office Action of October 23, 2006

14

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

Applicant/s:



Kia Silverbrook



Paul Lapstun

C/o: Silverbrook Research Pty Ltd
393 Darling Street
Balmain NSW 2041, Australia

Email: kia.silverbrook@silverbrookresearch.com

Telephone: +612 9818 6633

Facsimile: +61 2 9555 7762